



Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

RE: KJJK, 100.3 Jack FM

Dear Mr. Martin,

I work in the Dallas metro area as a cycling coach and promoter, producing some of the largest cycling events within the market. All of our events have a beneficiary and with some of our events we change the beneficiary every year or two.

During the time that we have been working on events of this type, we have worked with a variety of sponsors within the media. Most often they over-promise and under-deliver, but that has never been the case with the crew at KJJK, 100.3 Jack FM.

One of their staff members, a new cyclist, stopped by and visited with me after one of our rides. During that conversation, when they learned about Tour Dallas, they asked if they could join our team and support our efforts. They began running PSA's about Tour Dallas and our beneficiary. They posted info on their website and provided a link to our event website. They invited cyclists to join their team, with several of these invitations being provided live on the air.

They also formed their own staff team, and provided staging, sound systems and announcers/MCs for the event. Our beneficiary, the Dallas Chapter of the Juvenile Diabetes Research Foundation, was very pleased to learn that the radio station had also been promoting them and inviting people to participate in other events that were being organized by JDRF.

Since our initial event, the staff at KJJK, 100.3 Jack FM has continued to support our efforts by getting involved in other events, both ours and events put on by other organizations. I consider them one of our strongest supporters as we work to build a healthier community.

Respectfully,

A handwritten signature in black ink, appearing to read 'Michael L. Keel', written in a cursive style.

Michael L. Keel
Aka Bikin' Mike